

## How to Guide Banner Advertising

Although banner ads have disappointed many consumer marketers with falling response rates, they are still a valuable prospecting tool for business-to-business marketers.

Because of targeting and the nature of business buyers, banner advertising is still a viable prospecting vehicle for business-to-business marketing.

Businesspeople need information to do their jobs, and they often visit websites where specific information is available. Therefore, highly targeted banner advertising can work well for both prospecting and lead generation.

### **Tactics for successful execution of banner advertising**

Select your media carefully

Start with the websites you already advertise. You may be able to negotiate free banner placement as part of your merchandising agreement.

Consider industry specific professional associations, business partner sites and sites you visit for your business needs.

Apply the direct marketing fundamentals

Make a solid offer.

Frequently test and refine both offer and creative.

Try a banner ad on your own website to connect with the prospects and customers visiting your website.

As with other media, be sure you have a relevant landing page and are prepared for rapid execution of requests and responses from the ads.

The world of banner advertising is changing rapidly and it's hard to stay current. Be open to try new ideas and new technologies, but use common sense.

### **Increase Effectiveness**

- Targeted domain name advertising
- Video feed inside your banners
- Custom landing pages and redirects

**Contact IPC  
for assistance or  
more information**

**480.704.4775**